

## [Abstract] A re-examination of value co-creation in the age of interactive service robots: a service logic perspective

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# Abstracts from the 2013 Macromarketing Conference

Detlev Zwick<sup>1</sup>

The 38<sup>th</sup> annual meeting of the Macromarketing Society was held June 4-7, 2013 in Toronto, Canada. Detlev Zwick and Sammy Bonsu served as co-chairs of the conference. The meeting featured 83 papers or panel presentations, and drew 102 scholars from around the globe. Published without copyright as *Macromarketing in the Age of Neoliberalism* and edited by Detlev Zwick, the proceedings are available at <http://macromarketing.org>. Where available, the abstracts for presentations are listed below.

## **Growing the “Certified” Food Market: An Analysis of How Information Flows Influence Consumer Understanding of Ethical Food Choices**

*Julie V. Stanton, The Pennsylvania State University,  
Media, USA*

*Laurel A. Cook, The University of Arkansas,  
Fayetteville, USA*

In this study, we examine how consumers react to information about food choices, with special focus on the amount of information they receive and how they cope with it. Understanding whether they feel overwhelmed and/or how individuals cope with information is then linked to their perceptions of organic and GMO-free labels on food choices. Withdrawal from information processing can inhibit (accurate) understanding of food options and thus result in inferior personal choices. Our hypotheses are tested against survey data of American consumers.

## **Are Diamonds Forever? Exploring the Creation and Maintenance of a Market for Ethical Diamond Engagement Rings**

*Hana Sethi, Schulich School of Business, York University,  
Toronto, Canada*

*Sarah Glozer, Nottingham University Business School,  
University of Nottingham, UK*

Scholars have recently noted that, “the process of market evolution is central to marketing, and yet it is surprising to find such a paucity of empirical research addressing it,” (Giesler 2008, p. 739). Previous literature on market creation, and evolution

houses only a handful of studies (Giesler 2008; Humphreys 2010a, 2010b; Karababa and Ger 2011). Our goal is to understand how an ethical market is created, and the challenges and strategies used to sustain it. The characteristics which define the ‘market for virtue’ (Vogel 2005) have remained obtuse and the notion of an “ethical market” is still a nebulous one (Crane 2005). In this study, we thus analyze the complex, global diamond engagement ring industry. The goals of this article are to analyze (1) the drivers of the creation of an ethical market, (2) the challenges of gaining legitimacy as an ethical market, and (3) the strategies stakeholders use to gain legitimacy as an ethical market.

## **Consumption Behavior as Energy Consumption: A Marketing Systems Perspective**

*John D. Mittelstaedt, University of Wyoming,  
Laramie, USA*

*Robert A. Mittelstaedt, University of Nebraska,  
Lincoln, USA*

The purpose of this paper is to offer the perspective that we consume neither goods nor services, but instead bundles of accumulated energy needed to harvest, process, transport, store, and exchange the goods and services that serve as solutions to the problems of the human condition. Rather than focusing on how we reduce consumption of goods or services, we should focus on how we reduce the energy necessary to produce end-user solutions, through the marketing system. This paper offers a theoretical context for such an argument.

## **Marketing Systems and Market Failure: A Consideration of Side Effects**

*William Redmond, Indiana State University, Terre  
Haute, USA*

If the systems approach is increasingly displacing the transactional approach to marketing, what are macro-level effects of this shift? This area has been the subject of broad-scale assessments (Layton and Grossbart 2006; Layton 2007). In contrast the

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present paper is narrowly focused on the issue of market failures and, more specifically, with one type of market failure: side effects. The question is whether networked marketing systems, qua systems, are more prone to produce side effects than are transactional markets. That is, do the properties which characterize closely-coupled, sequential systems make side effects more or less common; more or less severe?

### **How Do Marketing Systems Respond to Constraints? An Exploration of Sustainability as a Barrier to Growth within the Tourist Marketing System of Ningaloo Marine Park, Western Australia.**

*Sarah Duffy, University of New South Wales, Australia*

*Roger Layton, University of New South Wales, Australia*

Management of our natural resources is a pressing issue for governments and citizens globally. The IAD Framework developed by Elinor Ostrom (1990) combined with Marketing Systems theory extends a macromarketing perspective by adding design principles to test and sharpen the focus on interaction within the system. The tourist marketing system of Ningaloo Marine Park, Western Australia tests the appropriateness of this approach. The purpose of this paper is to extend the conceptualization of marketing systems as they respond to sustainability as a barrier to growth.

### **Growth and Adaptation in Marketing Systems**

*Roger Layton, University of New South Wales, Australia*

This paper explores the “why” and “how” of formation, growth, adaptation and possible renewal in marketing systems, using as an example, a “natural experiment” drawn from an account of one of the changes initiated under China’s economic reform in the 1970s and 1980s.

### **A Macro (Bayesian Network) Analysis of Ethical Behavior**

*Ahmet Ekici, Bilkent University, Turkey*

*Sule Onsel-Ekici, Dogus University, Turkey*

A comprehensive review by Nill and Schibrowsky (2007) suggests “more research to shed further light” on the ethical frameworks and theories developed over the decades (p. 271). In addition, the authors point out that the existing research has particularly taken a “micro/positive” perspective and macro and normative perspectives of ethics have received little attention. The objective of this paper is to respond to calls made by Murphy and Lacznia (1981), Lacznia (1993), and Nill and Schibrowsky (2007). More specifically, we aim to contribute to the ethics literature by providing a rather macro analysis of the political, legal, and other environmental factors surrounding

managers’ ethical decision making. In addition, this paper takes both “positive” and “normative” perspectives and aims to both explain and predict ethical behavior and make recommendations as to “what kind of a system a society ought to have” (Hunt 1976, p. 20) to have a clean and ethical business environment.

### **High-Density Housing: Lifestyle and Sustainability**

*G. Scott Erickson, Ithaca College, USA*

High-density housing solutions such as ecovillages promise a more sustainable lifestyle but they market themselves as considerably more than that. Ecovillages promise a package of benefits, ecological, community, spiritual, and economic often marketed as a lifestyle. This is very appealing to at least one segment of the population, but can it be extended to others? Does a sustainability commitment require a lifestyle change as well?

### **Experiencing Vulnerability “Everyday”: Food choice**

*Miranda Miroso, University of Otago, New Zealand*

*Ben Wooliscroft, University of Otago, New Zealand*

A focus on exceptional circumstances (e.g. natural disasters) rather than mundane experiences and contexts has dominated much of the (macro) marketing literature on consumer vulnerability. To counter this, we consider the criteria for vulnerability and apply this to the everyday practice of buying food groceries. We argue a cornucopia of internal and external triggers lead to widespread experiences of vulnerability within this consumption context: over-complex nutritional information, hidden food ingredients and so on. Accepting the argument that many food shoppers are vulnerable to the exploitative forces of the major players of the global neo-liberal food system requires a significant shift away from the dominate myth of ‘consumer as king’ and requires that public policy makers adopt a different duty of care.

### **Behaving Ethically on Holidays: An Overview of Topics Discussed in Academic and Popular Literature**

*Alexandra Ganglmair-Wooliscroft, University of Otago, New Zealand*

Ethical tourist behavior is a complex topic including environmental, social and political considerations tourists should take into account when going on a holiday. This research represents a first step towards the development of a hierarchy of ethical tourist behavior, investigating aspects of ethical tourist behavior discussed in academic papers and the popular media. Aspects of ethical tourist behavior are categorized into four groups relating to pre-trip behavior and ethical behavior while on holiday, as well as environmental and social aspects of ethical behavior. It is found that environmental aspects relating to ethical behavior during a holiday are investigated most often.

## **A Re-Examination of Value Co-creation in the Age of Interactive Service Robots: A Service Dominant Logic Perspective**

Willy Barnett, *University of Manchester, UK*

Adrienne Foos, *University of Manchester, UK*

Thorsten Gruber, *Loughborough University, UK*

Debbie Keeling, *Loughborough University, UK*

Kathleen Keeling, *University of Manchester, UK*

Linda Nasr, *University of Manchester, UK*

With robots increasingly considered as viable service agents, marketers must explore the nature of value co-creation during service interactions and the consequences for the wider nature of relationships between service providers and customers. This study investigates the nature of the direct interaction between humans and robots and the implications for value co-creation. The use of the Zaltman Metaphor Elicitation Technique will draw out the meanings consumers associate with human-to-robot service encounters. The study aims to reveal the underlying structures that influence user opinions of robot roles and value-in-use, and so inform the debate on social implications of robot service. Such insights will create awareness for the changing nature of service encounters and help marketers promote positive interactions.

## **Servicing the Body: Power, Service Systems and Consumer Well-being**

Anna Fyrberg Yngfalk, *Stockholm University, Sweden*

Carl Yngfalk, *Stockholm University, Sweden*

Service systems infuse contemporary Western society. This study investigates how value co-creation processes within a service system seek to construct and manage people as healthy consumers. More specifically, it does so through a discourse analysis of an online weight loss community and peoples' struggle with losing weight. Drawing on the late Foucault's notion of bio-power and his concept of governmentality (Foucault 1979, Dreyfus and Rabinow 1983), we theorize how power operates within contemporary service systems and problematize how consumers but also service employees engage in service by making painful and fierce investments in their bodies in the search for a healthier lifestyle and body for the common good.

## **Shopping Ill-Being, Its Measurement and Relation to Shopping Well-Being and Overall life Satisfaction**

Ahmet Ekici, *Bilkent University, Turkey*

M. Joseph Sirgy, *Virginia Polytechnic Institute and State University, USA*

Dong-Jin Lee, *Yonsei University, South Korea*

Shopping Well-Being (SHWB), defined as the belief that shopping contributes to the overall quality of life of oneself and one's family producing an overall sense of well-being, is an important construct for macromarketers, as well as for (micro) marketers (e.g. the retailers) and public policy makers. This study introduces a new construct that focuses on the "dark side" of shopping, namely Shopping Ill-Being (SHIB). We define SHIB as the extent to which the resources (time, energy, and money) an individual invests in shopping at the expense of other life domains result in negative feelings (complaints) among family members, relatives/friends, and/or the people at work. As such, we have two research objectives: (1) To construct and validate a measure of Shopping Ill-Being, and (2) To demonstrate its moderating effect on the relationship between shopping well-being and overall sense of well-being (i.e., overall life satisfaction). Testing this moderation effect should provide evidence of the nomological validity of the SHIB construct.

## **The Impact of Consumption Deprivation and Materialism on Perceived Quality of Life**

Dwight Merunka, *Cergam, IAE Aix en Provence & Euromed School of Management, France*

Boris Bartikowski, *Euromed School of Management, France*

M. Joseph Sirgy, *Virginia Polytechnic Institute and State University, USA*

Previous research on materialism and perceived quality of life (e.g., life satisfaction) shows a negative correlation (see Larsen, Sirgy, and Wright, 1999, for a review of this literature). This negative effect was explained through the mediation of satisfaction with material life (Sirgy et al., 2012). Specifically, it was demonstrated that materialism heightens material expectations to the point where materialistic individuals perceive their material wealth and possessions to fall short of their expectations causing dissatisfaction with material life. Dissatisfaction with material life, in turn, leads to dissatisfaction with life overall. We believe that materialism plays another major role in perceived quality of life through consumption deprivation—the focus of this study. In sum, the survey data provide some support to the notion that consumption deprivation does indeed affect life satisfaction in negative ways. It does so directly and indirectly through the mediation effects of domain satisfaction—the greater the deprivation the lower the satisfaction with life overall and with various life domains such as material life, health life, leisure life, and family life.

## **Validating a Customer Well-Being Index Related to Natural Wildlife Tourism**

Stefan Kruger, *North-West University, South Africa*

Dong-Jin Lee, *Yonsei University, South Korea*

Mee-Jin Whang, *Yonsei University, South Korea*

*Muzaffer Uysal, Virginia Polytechnic Institute and State University, USA*

*M. Joseph Sirgy, Virginia Polytechnic Institute and State University, USA*

This study reports an attempt to validate a customer well-being index related to natural wildlife tourism. The index reflects eight well-being dimensions related to customer need satisfaction in visiting a natural wildlife park. It was hypothesized that the customer well-being index is more predictive of customer loyalty, perceived value, and other behavior-type outcomes than a traditional customer satisfaction index. These hypotheses were tested using four waves of surveys of customers intercepted at the park in a two-year period. The survey data provided support for the hypotheses, which in turn lend validation support to the customer well-being index. Managerial implications of the customer well-being index are also discussed.

### **The Financialization of Art as Passion Investment**

*Derrick Chong, Royal Holloway, University of London, UK*

In the current historical moment – marked by financial speculation and widening income inequality – art is promoted by the private wealth management industry as a ‘passion investment’. We examine the register of this term, as representing art’s shifting relationship between being a conspicuous consumption good and a financial instrument. A key marker in this narrative of the financialization of art occurred on 15 September 2008: New York-based investment bank Lehman Brothers collapsed, a defining moment in the current financial crisis, as a consequence of financial deregulation and increased risk-taking by investment banks; and, just hours later in London, Damien Hirst’s successful exhibition/auction at Sotheby’s would cater to a group promoted by Citigroup as plutocrats. Drawing on developments during the last 10–15 years, the paper addresses finance’s effects on the political economy of culture, with particular reference to how and why art is promoted as the embodiment of finance.

### **Swimming Against the Current: Examining Political Influence on Artistic Practice**

*Victoria L. Rodner, King’s College London, UK*

*Chloe Preece, University of Kent, UK*

This paper compares and contrasts the contemporary art markets of two emerging economies: Venezuela and China. Although we may perceive them as poles apart, these two nations share complex socio-political circumstances that currently hinder the development of their respective local art scenes. Our findings reveal that there is the need for these governments to recognize and acknowledge the complexities and diversities inherent to artistic creation, since a thriving art

scene must present multiple interpretations and continuously shape and re-shape itself within the global context. The co-creation of a more desirable collective and individual artistic image, the development of a cohesive national art network with sustainable cultural programming as well as the encouragement of a local buying public made up of wealthy and enthusiastic art collectors, will help place the Venezuelan and Chinese art scenes firmly on the international map, thereby leading these contemporary artists towards global recognition and symbolic validation.

### **Teaching Sustainable Enterprise (Panel)**

*Chair: Mark Peterson, University of Wyoming - Laramie, USA*

*Panelists: John D. Mittelstaedt, University of Wyoming - Laramie, USA*

*M. Joseph Sirgy, Virginia Polytechnic Institute and State University, USA*

*Alex E. Reppel, Royal Holloway, University of London, UK*

*Stanley J. Shapiro, Simon Fraser University, Canada*

This session will bring together experienced teachers and innovators in the realm of macromarketing for sharing valuable lessons learned when teaching undergraduates, grad students, and executives the concepts related to sustainable enterprise. Those attending this session will gain insights about different approaches that can succeed with a variety of student groups, as well as familiarization with the very latest pedagogical tools for teaching sustainable enterprise.

### **Technology and the Marketer: Utopian and Dystopian Perspectives on Digital Innovation**

*Darryn Mitussis, University of Nottingham, UK*

*Alexander Reppel, Royal Holloway, University of London, UK*

*Thorsten Gruber, Loughborough University, UK*

*Isabelle Szmigin, University of Birmingham, UK*

We highlight the dominant position of technological utopianism to advocate for more critical studies of technology and (macro-)marketing by (1) revealing the importance of dystopian visions of technology; (2) celebrating the historically important role of critical theory, art, and literature in providing society with much needed antitheses to the prominent utopian thesis; (3) exploring and formalising critical reflections on technology and (macro-)marketing by applying the practice of exaggerating towards the truth using selected themes from art and literature.

## **Eroticizing, Eroticizing and Exorcizing the Feminine: Visual Representations of Violent Women in Advertising**

*Yuko Minowa, Long Island University, USA*

*Pauline Maclaran, Royal Holloway, University of London, UK*

*Lorna Stevens, University of the West of Scotland, UK*

Given that advertisements usually depict women's primary weapons as being their sexuality, they reinforce a growing trend in Western society, the hypersexualization of women's bodies and the normalization of explicit sexual behaviors (Walter 2010), a trend that is associated with the broader pornification of culture (Powell 2009), and the concept of sexual subjectification for women, as distinct from sexual objectification. The difference is that in postfeminist terms women happily collude in sexual excess and subject positions that were previously considered sexist by second wave feminists. In other words, such representations are the glorification of sado-masochism (a la *Fifty Shades of Grey*), bondage, and the mutual pleasures to be enjoyed through sexual agency and violence. To present our arguments, firstly we explore the cultural and historical significance of images of violent women, particularly drawing on art history and mythology, before analyzing more contemporary media representations. Then we briefly discuss the methodology, employing critical visual analysis, before presenting three key emergent themes that illustrate the sexual ambiguity with which these images can be interpreted. In conclusion, we discuss how these images tap into a "raunch culture" that the neo-liberal commodification of sexuality is encouraging (Levy 2005) and which is a reference to earlier times when women were depicted as knowing, dangerous, subversive, sexually voracious and ultimately the enemy to be conquered.

## **A Case Study on Sustainable Business Models: The Association of Seferihisar Tangerine Producers**

*Isik Ozge Yumurtaci, Izmir University of Economics, Turkey*

*Tugba Orten Tugrul, Izmir University of Economics, Turkey*

*Bengu Sevil Oflac, Izmir University of Economics, Turkey*

With the rise of environmental and social concerns, sustainable business models have become more crucial. Implementation of sustainable business models that supports sustainable development emerged as a substantial tool to obtain the desired social, environmental and economic goals. With this regard, herein, we present a sustainable business model of the Association of Seferihisar Tangerine Producers, which was developed in Seferihisar, the center town of a coastal district in İzmir-Turkey. A case study approach was followed and

semi-structured in-depth interviews were conducted with the Mayor of the Municipality of Seferihisar, the Chairman of the Association of Seferihisar Tangerine Producers and the Representative of the Tangerine Farmers. In light of the research findings, we provide a deeper understanding for the development process of a unique sustainable business model in an emerging economy, the players in the system, the drivers and the barriers. Moreover, in this study, the outcomes of the model achieved and the major performance indicators are also discussed.

## **Exploring Some Enablers of Behaviors towards Sustainability: A Netnographic Approach**

*Bipul Kumar, Indian Institute of Management - Ahmedabad, India*

*Nikhilesh Dholakia, University of Rhode Island, USA*

This study broadly attempts to explore the following research question: Which factors act as enablers for facilitating behaviors towards sustainability? A further elaboration would also look into the finer details of the elements of sustainable behaviors, both at the firm and at the consumer level, to seek answers to the following sub-questions stemming from the main research question: What types of attitudes, values and behaviors at the firm or process level are oriented towards sustainability? What types of attitudes, values and behaviors at the consumer level are oriented towards sustainability? What types of factors seem to exert influence on such attitudes, values and behaviors at the firm and consumer levels, and on cross-level interactions?

## **The Institutional Foundations of Materialism in Japan: A Replicated Empirical Test**

*Miho Miyauchi, Chukyo University, Japan*

*Pierre McDonagh, Dublin City University, Ireland*

*William Kilbourne, Clemson University, USA*

*Masae Takimoto, Osaka University of Economics and Law, Japan*

*Masaaki Takemura, Meiji University, Japan*

This paper follows previous empirical study on materialism by Kilbourne et al. (2012). Their study showed relation between materialism and a set of institutionalized patterns of social behavior, referred to as the dominant social paradigm. It was developed and tested in a study of seven industrial, market-based countries. As they did, the materialism related studies have been carried out in Western society based. In this paper, by using the same structured survey data, we tested the relation between materialisms and the dominant social paradigm. Though the results suggest slightly different from original survey, materialism in Japan was related with the dominant social paradigm.

## **Operationalizing the Constructs of the Integrative Justice Model**

*Tina Facca, John Carroll University, USA*

To assist marketers with evidence of its measurability and practical applicability, this research develops a structure for operationalizing constructs of the “Integrative Justice Model” (IJM), i.e. determining the measured variables representing a construct and the way in which it will be measured and understanding the extent to which the measured variables actually represent the theoretical latent constructs. Primary data will be gathered from high-ranking marketers and managers in both for- and non-profit organizations to validate the measurement of five theoretical constructs within the IJM. The general hypothesis is that the measured variables will be statistically representative of the theoretical constructs of just marketing as proposed by the IJM.

## **Santo Domingo: Subsistence Marketplace and Institutional Changes**

*Kyle McDonough, Loyola University Chicago, USA*

*Steven Brinks, Loyola University Chicago, USA*

*Clifford Shultz, II, Loyola University Chicago, USA*

*Raymond Benton, Jr., Loyola University Chicago, USA*

Several Caribbean countries can be categorized as subsistence marketplaces. The Dominican Republic is among them. This presentation reports on a project intended to understand micro-entrepreneurs in Santo Domingo. The methodology employed is reviewed and four reoccurring themes are discussed. Despite existing roadblocks, Dominican people are able to establish themselves as entrepreneurs and to drive their future development through self-motivation and hard work. While some people have the skills required to manage businesses, they often lack operational expertise or business training to develop them into regular sources of income. Much of this is due to the lack of funding and support for education in the Dominican Republic. While funding is necessary, as important is what is being taught. An innovative micro-enterprise consulting project at Loyola University, Chicago is reviewed as a possible educational model to provide the business training needed by micro-enterprise entrepreneurs.

## **Individualizing the Gospel: Neo-liberalism in Mega-church Practice**

*Jeaney Yip, University of Sydney, Australia*

*Susan Ainsworth, University of Melbourne, Australia*

The primacy of the market as an organizing principle for social relations and the elevation of the consumer to be a “sovereign” or primary social identity are by products of neo-liberalism. Moreover, within neoliberalism, people are encouraged to behave and to think about themselves in particular ways. In this

paper, we focus on understanding the dynamics and influence of neo-liberalism in mega-church practice. More specifically, we discuss the form this takes in relation to how “enterprise discourse” – the trend where the non-economic becomes increasingly defined in economic terms – constructs an ideal type of identity for its subjects – the “enterprise self.” This is an identity where individuals exhibit autonomy, self-regulation, self-reliance, personal responsibility and self-improvement. We demonstrate how the mega-church facilitates in constructing this enterprise self through market-like individualized Gospels for self-empowerment in pursuit of excellence.

## **A Tale of Two Food Systems: Rescripting Neoliberal Discourse on the Food Gap in America**

*Kim McKeage, Hamline University, USA*

*Emma Schroeder, Hamline University, USA*

Mark Winne’s account of his work with food systems in Hartford, Connecticut demonstrates the inaccuracy of the term “food system” in the U.S. Instead, he recounts a tale of two food systems, with a growing gap between them. One is the impoverished foodscape of urban and rural food deserts, while the other is an abundant market space of fresh, organic, fair-trade, farm-raised foods. This does not “just happen” – members of food distribution channels chase the top dollars that educated, affluent consumers will spend for “real” food while simultaneously abandoning those at the lower levels of the market. Progress on solving the food inadequacy problems of the low end is met with the high end skyrocketing to further unreachable levels. The memes of choice and personal responsibility rule food discourse. The macromarketing lens allows us to focus on this gap, and contemplate what it will take to close it.

## **No More Happy Subjects? Approaches to Reshaping the Labor Market and Neoliberal Politics of Work**

*Mikko Laamanen, Hanken School of Economics, Finland*

Hegemony of neoliberal economic modes of thought has had dramatic impact on societies. Work and the labor market are particular domains of conflict emanating from neoliberalism. In this paper I focus on trade union organizations, their marginalization in neoliberal theory and practice, and the means of resisting such predicaments. Resistance is not only understood as a reaction to repression, but as multidimensional understandings of power and agency. For illustration I draw from an ongoing ethnographic study of the Finnish labor movement. The study shows an ongoing polarization to individualization and collectivism, various acts constructing subjectivity, and the responsive strategic and operative action taken by the trade union organizations. This paper elucidates a state of post-Great Recession labor market, the relationships and activities that constitute, maintain and reshape its structures as well as

consequences to well being and justice in society. With this paper I finally wish to pioneer labour market issues as substantial topics on the macromarketing research agenda.

### **Our Neoliberal Sentiment: Macromarketing and Consumer Culture Theory**

*James Fitchett, University of Leicester, UK*

*Georgios Patsiaouras, University of Leicester, UK*

*Per Ostergaard, University of Southern Denmark, Denmark*

This paper aims to reflexively evaluate, critique and assess the implications and consequences of epistemological developments in the marketing and consumer research field, and to re-state and re-enforce the role of the macromarketing movement as a primary means for critically assessing the development of marketing ideas and marketing discourse. It identifies as problematic the assumption that there are synergies between Consumer Culture Theory (CCT) approaches and macromarketing. The macromarketing approach can be most usefully employed to constructively identify and then highlight the ideological assumptions in CCT research, which, it is argued draws heavily on a neo-liberal sentiment.

### **The Need for Sustainable Fashion and Investigation as to Its Feasibility**

*James W. Gentry, University of Nebraska - Lincoln, USA*

*Shipra Gupta, University of Nebraska - Lincoln, USA*

The authors, one a male whose apparel style is best described as that of a slob and the other a female who has worked in the fashion industry, generate a somewhat contentious view of the fashion industry. The first author takes a relatively standard economic approach to reach the conclusion that the fashion industry sucks in terms of its sustainability, given the waste in terms of discarded garments in the developed world, the environmental damage involved in the growing of the natural fibers and the creation of the synthetic fibers, and the energy cost associated with the use phase. The second author provides a more humanistic approach, providing insight into the benefits (self-confidence, self-esteem, etc.) to justify some of the relatively insensitive (in a sustainability sense) behaviors practiced by the industry. The authors note the importance of unique identities to humans, and that younger consumers are more likely to seek the uniqueness provided by fashion designers, whereas many consumers develop their own unique styles as they move past the young adult stage. The authors then investigate the fashion/style distinctions in terms of their relative influences on sustainable fashion.

### **Exit from High Street: An Exploratory Study of Sustainable Fashion Pioneers**

*Sarah Bly, Copenhagen Business School, Denmark*

*Wencke Gwozdz, Copenhagen Business School, Denmark*

*Lucia Reisch, Copenhagen Business School, Denmark*

This research explores early adopting consumers of sustainable fashion practices or “sustainable fashion pioneers” using in-depth interviews supported by online monitoring to illuminate the motivations, abilities, and external facilitators and barriers that play a role in their reported behavior. Using the MOAB (motivation, opportunities, abilities, behavior) framework, key results suggested that respondents did not report having exclusively purchased garments labeled as sustainable fashion, but instead adopted alternative behavioral practices such as purchasing higher quality items that would be worn longer or exiting the market altogether and purchasing only second-hand or handmade clothing in order to consume sustainably.

### **Collaborative Consumption: Business Model Opportunities and Barriers for the Fashion Industry**

*Esben Rahbek Gjerdrum Pedersen, Copenhagen Business School, Denmark*

Collaborative consumption is ultimately about people sharing and collaborating to meet certain needs, whether it concerns transportation, accommodation, land, etc. However, the idea of collaborative consumption has yet to gain mainstream attention in the fashion industry. This may be about to change as we are currently seeing the contours of new market niche based on the ideas for sharing and community. The purpose of this paper is to explore barriers and opportunities for business models based on the ideas of collaborative consumption within the fashion industry. The paper is one of the first attempts to examine new business models for collaborative consumption within the fashion industry and contributes to the discussions of whether and how fashion sharing and collaboration holds promise as a means to promote sustainability.

### **Shopping in the Digital Environment: The Sorting Function in an Internet-based Marketing System**

*Robert A. Mittelstaedt, University of Nebraska - Lincoln, USA*

*John D. Mittelstaedt, University of Wyoming - Laramie, USA*

The Internet has changed and is changing the shopping environment for all consumers by simultaneously expanding the offerings available to them, while enhancing the opportunities for and means by which producers and consumers communicate with one another. By divorcing the flow of information from the flow of goods, the structure of the market system is



being altered; new institutions have emerged and traditional institutions are being forced to adjust to survive. While the consumer enjoys a greatly expanded capacity to communicate with other consumers, and with sellers, the enormous expansion of choice options has put greater emphasis on the sorting process we call "shopping." The result is that market power is passing from those who can supply the goods to those who can guide the consumer through the sorting task. This paper reviews these trends and suggests implications for the directions in which marketing systems are evolving.

### **Say What You Want About It But Corporations Can Say What They Want**

*Steven W. Kopp, University of Arkansas - Fayetteville, USA*

First, the paper discusses the history of the corporation's status as a "person," ultimately achieving many of the same basic rights as those assigned to "We the people of the United States." Second, the paper discusses the evolution of the First Amendment as it has been applied to commercial speech – initially, the U.S. Supreme Court declared that advertising and other types of "commercial speech" were not eligible for protection under the First Amendment. Over the past century, however, commercial speech has found its way into the marketplace of ideas. This paper discusses the parallel that exists between those rights that are political and those that are commercial.

### **Corporate Philanthropy and Channel Impact in Food Security**

*Sylvain Charlebois, University of Guelph, Canada*

*Julia Christensen Hughes, University of Guelph, Canada*

This paper discusses how corporate philanthropy influences channel behavior in the context of food security. Nourish was launched by Campbell's Canada in 2011 with the intent to alleviate hunger. The ready-to-ship, ready-to-eat product was designed to support disaster-stricken regions around the world where food security was a challenge. Nourish also served a domestic purpose in that it allowed Campbell's to support food banks in the country. In this case study, we review the case of Nourish post-launch and assess how Campbell's used its marketing channels to support the project. A conceptual framework on corporate philanthropy and channel impact is presented. It is suggested that philanthropic acts by one company can influence other channel members and reflect paternalistic attitudes when intent is driven by altruistic and politically strategic motives. Even though Nourish is considered by the company as a success story, it faced many challenges. A discussion on findings and future research opportunities are also presented.

### **From Japanese Ingenuity to Chinese Ambition: Could China Change as the World Gets Flatter?**

*A. Coskun Samli, University of North Florida, USA*

*Michael Czinkota, University of Birmingham, UK, and Georgetown University, USA*

*Svetla Marinova, University of Birmingham, UK*

China is perhaps the most dynamic economy in the world. It has made tremendous progress with exporting relatively lower cost and somewhat lesser quality of products. But as the world gets flatter it is questionable if China can continue the way it has been operating. Chinese costs going up and competition is getting keener. Highlights of two masters' theses are presented here. The first one emphasizes the changing conditions for Chinese exports and the second study is discussing the change Chinese are pursuing. The authors discuss the movement from comparative advantage to competitive advantage by drawing from the Japanese experience and articulate as indicated in the two cited studies that China in its own way is following the same pattern.

### **Shared Ethnicity Effects on Advertising Effectiveness in Malaysia**

*Chong Hang Loo, Limkokwing University, Malaysia*

*Wen-Ling Liu, University of Hull, UK*

The Malaysian advertising industry is looking deep into its collective ethnicities over the issue of ethnic people, i.e. Malays, Chinese and Indians, when designing an effective advertising today. The main challenge is the need for advertising agencies to create advertising that is relevant to Malaysia's multicultural society. This research explores the three ethnic groups' responses to the visual and linguistic stimuli of television advertising, and how cultural diversity shapes their reactions to the communications. In conclusion, it is arguable that ethnic groups are best reached with communications in their mother tongue. However, ethnic advertising makes sense for advertisers that are either very big so can afford multiple advertising campaigns, or very specialized.

### **The Reshaping of Chinese Consumer Values in the Social Media Era: Exploring the Impact of Weibo**

*Jingyi Duan, University of Rhode Island, USA*

*Nikhilesh Dholakia, University of Rhode Island, USA*

Traditional Chinese consumer values have historically focused on thriftiness, suppressing of desires, and delaying of gratification (Pan, Chaffee, Chu & Ju 1994). Also related are the social norms to keep personal acts of extravagance inconspicuous and out of the public eye (Fan 2000). The confluence of rising affluence and widely followed social media are transforming the

values evident in the consumptionscape of contemporary China. This study investigates how Weibo, the Chinese version of Twitter, is reshaping the Chinese consumer values and replacing them with their opposites – visible desire, hedonism, and materialism. This study also reveals that, because of Weibo, the impact of elite lifestyles and electronic word-of-mouth have both become more powerful, leading to some convergence in the values of the elite and grassroots groups.

### **Violence and Exchange: Premodern Lessons for the Postmodern World**

*John Desmond, University of St Andrews, UK*

This paper discusses the results of a preliminary analysis of social exchange in the *Táin Bo Cúalnge*, thought to be the oldest vernacular epic in western literature, to enhance our understanding of the problems presented by exchange in ancient societies. It is argued that one can better understand the question of violence in relation to the capitalist market system, by comparing this to the difficulties confronted by societies based on sharing and gift exchange. Mainstream evolutionary theorists argue that issues relating to social exchange presented a major adaptive problem for pre-human hominids, positing that kin selection and reciprocal altruism developed as domain-specific modules to contain these problems. Where sharing amongst kin is a feature of many species, theorists argue that the reciprocal altruism, characteristic of gift-exchange, developed during the Pleistocene, alongside mechanisms to detect cheats (Cosmides & Tooby, 1989).

### **Neoliberalism and Structural Violence in Developing Countries: The Case of the Cambodian Education Market**

*Paul Henry, University of Sydney, Australia*

*Marylouise Caldwell, University of Sydney, Australia*

This paper highlights the way in which the implementation of neoliberal economic policies, a condition of many loans provided by the World Bank, gives rise to structural violence (Galtung 1969) in developing countries (Varman and Belk 2009; Varman, Skålén, and Belk 2012). Informed by neoclassical economics, neoliberalism proposes that the control of economic factors is best situated in the private rather than the public sector, that markets be deregulated and government taxes and investment in the public sector be kept to a bare minimum (Varman and Belk 2009; Varman, Skålén, and Belk 2012). Structural violence “occurs when economic and political structures systematically deprive need satisfaction for certain segments of society” (Christie 1997, 315). In exploring these issues, we examine the Cambodian education market, in which inequity linked to neo-liberalism results in substantial deficits in human development and self-determination. The situation is exacerbated by a political and cultural context characterised by authoritarianism and networks of patronage in which norms of

power sharing are markedly absent. Conversations with former Cambodian students add an important experiential flavour to our analysis. We construct our argument as follows: first an overview of Cambodia’s political, social and economic characteristics followed by an analysis of the education market embedded in this setting, next how students experience structural violence and finally we identify the distortions created by a one-size-fits-all neoliberal intervention.

### **The self, space, and marketing: Examining the promises of ideal existence in the gated communities of Indian metros**

*Himadri Roy Chaudhuri, IMI-Kolkata, India*

*James W. Gentry, University of Nebraska - Lincoln, USA*

Gated communities symbolize new urban forms in India, which have emerged out of the traditional city spaces. This paper attempts to unpack the resident cultural meanings expressed in advertisements, reports, and blogs of gated communities, which situate these urban structures as heterotopias of good life. The discussion is built upon the substantial scholarship on space and subjectivity and unfolds the tropes of a fantasy world that contrasts sharply with the surroundings. Although neo-liberalism has been successful in partially subverting the age-old practices like the caste system (Prasad2008), evolving social structures are still pronouncing the idioms of exclusion, discrimination, suppression, and power and reflect the ‘politics of forgetting’ (Fernandes 2004).

### **Small and Medium-Sized Retailers Compete Against Global Giants by Local Adaptation: Market Structure of Grocery distribution in Japan**

*Narimasa Yokoyama, Nihon University, Japan*

*Masae Takimoto, Osaka University of Economics and Law, Japan*

*Masaaki Takemura, Meiji University, Japan*

This paper aims to identify the distinctive features of the Japanese grocery retail market, which is regarded as the most difficult market to enter, from macro perspectives. By conducting a macro data interpretation of the structure of the Japanese retail market, we demonstrate the possibility that small-and medium-sized grocery stores in Japan could have a kind of countervailing power against large-scale “big box” retailers; we also attempt to determine the reasons behind this by analyzing the cultural diversity and tolerance in Japan. In our study, we explain the mechanism of the functioning of the grocery retail market in Japan. Historically, the local culture in Japan was extremely diverse; thus, retail stores competed by market segmentation based on the subtle differences in consumer preferences. Competition among retail stores contributes to the improvement of the organizational capabilities

of the stores. This competition leads to an increase in the number of large-scale retail stores, and on the other, it allows the small-and medium sized retail stores to focus on the micro demand. This makes it more difficult for large-scale standardized “big box” retailers—which are unable to focus on the varied consumer needs because of their management style—to enter this market. Though standardization has been progressing in various sides by social and economic globalization, we think this point is very important in respect of securing variety and sustainability of locality in Japan.

### **Emerging Nature of Assortments and Market Making: A Marketing System Approach**

*Hossain Mohammed, University of Western Sydney, Australia*

This paper conceptualizes three levels of assortments: micro-meso-macro, which foster community engagement, and in consequence enable market making. It exemplifies how market making is more successful when culturally embedded.

### **New Market Systems, Aspirations, and Consumption Patterns: Daily Food Choices of Chinese Teenagers**

*Ann Veeck, Western Michigan University, USA*

*Hongyan Yu, Sun Yat-Sen University, P.R. China*

*Fang Yu, Brock University, Canada*

*Hong Zhu, Northeast Normal University, P.R. China*

*Gregory Veeck, Western Michigan University, USA*

*Kay M. Palan, Western Michigan University, USA*

The pace of change in China's privatizing and globalizing economy raises questions of how traditional guidelines related to consumption choice are altered by new forms of markets and marketing. The overall objective of this research project is to examine how eating choices of teenagers in Chinese cities are affected by families, peers, conventions, and markets. Teenagers, along with the person in their family who serves as the primary food shopper (usually a parent), were interviewed to explore what guidelines they believe should be used to make appropriate food choices. Analysis of the interviews reveals a disconnect between what teenagers and their parents identify as important guidelines related to food choice and the actual food-related behavior of the teenagers as they negotiate an intense, education-centric daily schedule. The results demonstrate that knowledge of how food choice is embedded in the social patterns of everyday life and accommodated and altered by the marketplace is necessary for informed policies that allow healthy food habits to be promoted to families and communities to ensure greater possibility for real change.

### **Market Making at the Bottom-of-the-Pyramid**

*Ronika Chakrabarti, Lancaster University, UK*

*Katy Mason, Lancaster University, UK*

By drawing on the concept of ‘Orders of Worth’ we seek to generate understanding into how sustainable markets that are deemed ‘worth the effort’ might be enabled at the bottom of the pyramid (BoP). In keeping with the market studies literature, we describe how exploring multiple, contested and reframed needs, generate insights into the efforts (and practices) that shape orders of worth in economic life. Orders of worth are the everyday practice of social values that constitute economic value and are framed through the moral values of social worlds as these values are put to work to calculate economic value. Through an ethnographic study insights are generated into how intervention efforts by NGOs are making-markets in sites of extreme poverty. We understand how spaces are carefully created to allow for value and values to be unearthed, articulated, contested and translated into market-making practices.

### **Putting Consumers' Bodies to Work: The role of Consumer Biometrics and Measurement Devices in the Performance of Markets for Advertising Communications**

*Stefan Schwarzkopf, Copenhagen Business School, Denmark*

Using an actor-network-theoretical approach, this paper studies the emergence and social-economic effects of various biometrical methods in the area of marketing research from the 1890s to the 1990s. The spill-over of biometrical research from advertising psychological laboratories set in motion a cycle of performativity that ended up rendering the relationship between advertisements and consumers similar to that which had been constructed in the laboratory purely for research purposes. Advertisements in ‘real’ markets were increasingly designed in ways that fulfilled the predictions that advertising psychologists had made. In these markets, representations of consumers and their behavior began to take on a life of their own and allowed markets for consumer attention to be enacted. In that process, consumers' bodies became increasingly reconfigured as walking measurement instruments. This reconfiguration enabled researchers and advertising practitioners to bypass consumers' cognition and instead draw upon the ‘truth’ of their physiological reactions in order to create norms of accountability. These norms, in turn, allowed quantifiable market relations to be created around inherently qualitative, aesthetic experiences.

### **Is Non-Profit Marketing Really Non-Profit? The Possibility of Performativity**

*Kosuke Mizukoshi, Tokyo Metropolitan University, Japan*

*Yuichiro Hidaka, Yamanashi Gakuin University, Japan*

*Masaaki Takemura, Meiji University, Japan*

The purpose of this paper is to highlight the importance of relationships, created by the interaction among actors, in non-profit marketing research. This paper proposes that focusing on relationships enables us to capture the maintenance and transformation of stakeholders and their interests as well as the process that a not-for-profit aspect of the project is created performatively through the interaction.

### **The Relevance of Male Breadwinner Ideology for the Analysis and Design of Marketing Systems**

*Michaela Haase, Freie Universität Berlin & Friedrich-Alexander Universität Erlangen-Nürnberg, Germany*

*Ingrid Becker, Friedrich-Alexander Universität Erlangen-Nürnberg, Germany*

*Alexander Nill, University of Nevada - Las Vegas, USA*

*Clifford J. Shultz, II, Loyola University - Chicago, USA*

*James W. Gentry, University of Nebraska - Lincoln, USA*

This paper continues and extends available work in macro-marketing on the male breadwinner ideology (Nill and Shultz 2010). "Male breadwinning" designates the effects of shared and overlapping ideologies and thus also patterns of marketing systems. Like institutions, ideologies are both restrictions and enabler for market processes. Ideologies influence the economic organization and thus type and number of relationships in marketing systems. Our paper wants to contribute to the development of measures which can inform the private as well as public decision-making units about the ideologies available in actual as well as potential marketing systems and the influence they might have on the demand for particular offerings. Based on a qualitative pre-study, the paper develops a Male Breadwinning Model and conducts a vignette analysis in Southern Germany. First results of the vignette study are included.

### **Towards a Sustainable Fashion System: Slow Fashion Movement**

*Zeynep Ozdamar Ertekin, Izmir University of Economics, Turkey*

*Deniz Atik, Izmir University of Economics, Turkey*

The purpose of this study is to understand how the current fashion system and institution can be challenged and repositioned to become sustainable. Slow fashion has been selected as a context to analyze the emergence of an alternative fashion system and market because it provides a more holistic understanding of sustainable fashion by addressing social, economic and environmental issues (Pears 2006). Even though fashion is not only related to clothing, it has been mostly used to refer to clothing, dress, and personal adornment (Wilson 1985; Davis 1992). Therefore, the scope of the empirical part of the study will be

limited to fashion in clothing. Within this perspective, we examine how slow fashion market has emerged, how it can actually sustain itself, and what is keeping it from mobilizing or encouraging it to mobilize.

### **Indigenous Business Development from a Network Identity Perspective**

*Daniel Schepis, University of Western Australia, Australia*

*Sharon Purchase, University of Western Australia, Australia*

*Nick Ellis, Durham University, UK*

The wellbeing of Indigenous groups and their relationship with the typically larger and more powerful non-Indigenous population remains a major issue in many countries around the world (Imas, Wilson and Weston 2012; Peredo and Anderson 2006). This can present unique managerial challenges for corporations that seek to interact with Indigenous people, some of whom may represent important stakeholders for the company. This research follows an IMP (Industrial Marketing and Purchasing) Group conceptual approach (Anderson, Håkansson and Johanson 1994; Araujo and Easton 1996) in considering entrepreneurial activities and behaviours within networks (Brüderl and Preisendörfer 1998). Entrepreneurship can be seen as embedded within a social context, and a company's position within particular networks will channel and facilitate, or constrain and inhibit, the degree of this embeddedness (Aldrich and Zimmer 1986). Entrepreneurs utilise their networks to access and obtain the non-redundant resources they require to perform their various roles and therefore it is important to consider how the network in which an SME is embedded can either facilitate or hinder these entrepreneurial activities (Brüderl and Preisendörfer 1998; Klyver and Hindle 2010).

### **Exploring the Performativity of Price Representation Practices in Retailing**

*Johan Hagberg, University of Gothenburg, Sweden*

*Hans Kjellberg, Stockholm School of Economics, Sweden*

Prices are often key aspects in discussion about markets and competition. Although market prices are represented in a multitude of ways, the work involved in generating these representations has so far received little attention. Inspired by the "performativity turn" in market studies, the purpose with this paper is to explore price representation practices and trace their consequences for the enactment of markets. Three empirical examples in the context of retailing are presented: price representations in consumers' everyday life; a large-scale annual price investigation; and a market court price controversy. These examples illustrate that price representations are widely distributed and involve multiple sources, usages and effects. Further, it is suggested that price representation practices may

have effects without being effective. The multiplicity of sources, usages and effects may be conceived as webs of translation, which can be used in order to further explore the performativity of market practices in mundane markets.

## **International Business Models: Four Electric Vehicle Cases**

*Morten Rask, Aarhus University, Denmark*

The purpose of this paper is to construct a theoretical framework for understanding international business models where location matters by integrating literature on business model innovation, internationalization of the firm, international entrepreneurship, international product strategy, international entry modes and globalization into a conceptual model supported by four electrical vehicle cases. The outcome is four types of international business models, each with their specific strategic and entry mode elements.

## **The Innovation Challenge: Achieving Market Superiority Through New Product Development**

*A. Coskun Samli, University of North Florida, USA*

It is maintained in this paper that radical innovations, as opposed to incremental innovations, are necessary for companies and countries. It is also emphasized here that this will not happen unless there is major emphasis on industrial education leading to radical innovations. Radical innovation is a new product or service that did not exist before and it is likely to make a major difference in the prevailing quality-of-life. Radical innovations rely on imagination. Organization cultures must make good use of stimulated imagination. This article points out how that can be possible. The paper also makes a statement about the need for a pro innovation national strategy that will facilitate the development of radical innovations at the corporate level.

## **An Analysis of Kristofian Perspectives on Iran's Marketing System (Panel)**

*Chair: Clifford J. Shultz, II, Loyola University - Chicago, USA*

*Panelists: Mark Peterson, University of Wyoming - Laramie, USA*

*Detlev Zwick, York University, Canada*

*Deniz Atik, Izmir University of Economics, Turkey*

The purpose of this special session is to explore the arcane marketing system of Iran, which is not particularly well understood by people outside the country, and perhaps even people residing inside it. Given that field research in Iran – including unfettered access to markets, consumers and policy makers – is somewhat challenging, we have opted to use a unique approach

to begin some analysis and discussion. That approach is to review, dissect and discuss a video. More specifically, a diverse panel was assembled and then instructed to watch “My Iranian Road Trip” (Ellick and Kristof 2012), which remains accessible online: <http://www.nytimes.com/video/2012/06/23/opinion/10000001624588/my-iranian-road-trip.html>. It was recorded in the spring of 2012, when The New York Times columnist Nicholas Kristof gained access to and toured Iran. Viewed through macro-marketing lenses, Kristof's exposé enables us to make some inferences about the interactions of policies, markets, marketing processes and mixes, consumers/consumption, brands/products, assortment, geography, communication, culture, religion, globalization, trade sanctions, and other forces that effect and are affected by societal actions and well-being.

## **Accounting for Intangible Assets and Intangible Value in Neoliberal Markets**

*Kean Birch, York University, Canada*

The starting point for this paper is the claim that we have witnessed the assetization of our economies since the ascendance of the neoliberal project in the 1970s. In particular, our economies have been transformed by the growing importance placed on intangible assets and the (intangible) value of these assets, and a corresponding decline in the importance of both tangible assets and commodity production. Advertising and marketing can be seen as classic examples of intangible assets, as suggested by Thorsten Veblen in the early 20th century, but they have now come to represent far more than these two things. For example, today intangible assets cover software, data, intellectual property, brand equity, human and organizational capital, and goodwill. This paper focuses on the valuation and accounting practices that enable the capitalization of such intangible assets, and highlight several problematic issues with the various practices that put a value on intangible assets. It will make the argument that neoliberal assumptions have influenced these accounting and valuation practices, and explore what this neoliberal influence means for how we understand the value of intangible assets.

## **Ethical Consumption and Market Processes**

*Mark Peacock, York University, Canada*

“Austrian” market process theory celebrates the economy of knowledge in market economies and is deemed to overcome the “epistemological problem” of central planning outlined by Hayek. Assuming the descriptive validity of market process theory, this paper examines the effect of economic actors' relative ignorance of and in market processes on their ability to make ethical economic decisions. Focusing primarily on consumers, I ask how it is possible to consume ethically given our ignorance about the economic activities which lie behind the production, distribution and consumption of the goods and services with regard to which many people strive to make ethical choices. If, as I urge, a “problem of ethical knowledge” is

acknowledged, one may ask (i) with whom responsibility for the perpetuation of unethical economic practices lies, and (ii) how the knowledge problem can be remedied or ameliorated in a manner which furthers people's ability to make economic decisions which accord with their ethical views.

### **Public interest groups, counter-advertising and the social responsibility of the Tobacco Industry**

*Alberto R. Salazar V., York University, Canada*

The activism of civil society groups has become an important factor in shaping the social responsibility of the modern corporation in market capitalism. In particular, anti-smoking groups have engaged in public debate seeking to protect citizen-consumers and promote public health and the social responsibility of the tobacco industry. In Canada, the debate has recently centered on plain packaging of cigarette legislation and anti-smoking groups are urging the government to adopt it following the example of Australia. On the other hand, the tobacco industry has begun a global campaign against plain packaging of cigarette legislation. This paper discusses the extent to which freedom of speech and the legal defenses against corporate defamation suits can mitigate such imbalances and re-empower anti-smoking citizen-consumer groups to promote public health and the social responsibility of the tobacco industry through traditional and social media. Particular attention is paid to anti-smoking groups representing the interest of aboriginal communities, youth and low-income citizens, which have the highest rate of tobacco consumption in Canada.

### **Open Content in Academia: Balancing the Market and the Commons**

*Richard Wellen, York University, Canada*

It is commonly said that higher education and discovery-oriented research rests upon a gift economy where the participants give away their work for free in exchange for recognition rather than money. In recent years the prospect for expanding this academic commons has gained attention because the Internet has enabled new open content markets in academic publishing and course delivery. The best-known examples of these are open access scholarly journals and commercial providers of Massive Online Open Courses or 'MOOCs'. This paper explores the relationship between the market and the commons in the context of emerging business models such as MOOCs and open access megajournals. It is true that the free sharing of content appears to be nicely aligned with the self-definition of the academic commons as a sphere of non-market social production. But some instances of these new academic business models have also been premised on increasing the market relevance of learning and introducing a more direct role for market forces on the provision of publication services.

### **Promoting Cycling in Urban Environments: Implications for Social Marketing and Public Policy**

*Marius Claudy, University College Dublin, Ireland*

*Mark Peterson, University of Wyoming - Laramie, USA*

*Aidan O'Driscoll, Dublin Institute of Technology, Ireland*

Drawing upon reasoning theory (BRT; Westaby, Probst, and Lee, 2010; Westaby, 2005), in this study we aim to investigate how values, attitudes and, more importantly, reasons for and against cycling influence people's decision to commute by bicycle. In order to do so, we collected and analyzed data from 936 commuters in Dublin, Ireland. Commuting to work is of particular interest, as it constitutes a regularly occurring trip, which thus offers great potential for behavioral change. Our research shows that convenience appears to be one of the biggest hurdles that people are facing. Social marketing campaigns that highlight the convenience of cycling over other modes of transport are thus likely to stimulate the greatest behavioral change. Our results thus suggest that social marketing campaigns that pro-actively address people's reasons against cycling (which are qualitatively different from reasons for cycling) are likely to have the biggest impact in regard to behavioral change. Future campaigns could communicate the convenience of cycling on key city-center routes (i.e. travel speed, travel time, flatness, etc.), and aim to overcome distorted perceptions of road-safety, as well as weather concerns.

### **Authenticity: Macro-marketing Perspective**

*Djavlonbek Kadirov, Eastern Institute of Technology, New Zealand*

*Richard J. Varey, University of Waikato, New Zealand*

*Ben Wooliscroft, University of Otago, New Zealand*

This investigation argues that authenticity is inherently a macromarketing concept that is linked to how marketers and consumers view themselves and their own status in society. We show that authenticity refers to the marketer's marketplace condition (mindset) that can be best described as sincere concern for another. We argue that micromarketing as a general phenomenon is rooted in inauthenticity due to the fact that micromarketing practices represent (distressed, decomposed) overreaction to the marketers' self-embraced narrow view of their own social status (as maximiser of self-interest, profit, growth) that is largely irrelevant – even contradictory – to the crucial goals of society.

### **Reconstructing Macromarketing Management: The Building Blocks**

*Christine Domegan, National University of Ireland Galway, Ireland*

*Stanley J. Shapiro, Simon Fraser University, Canada*

What follows is an interim report on an effort to see whether intellectual developments over the last third of a century have provided the concepts and perspectives necessary for a reformulation and updating of Zif's (1980) original discussion of macromarketing management. The paper's point of departure is Zif's initial position and the very limited macromarketing literature that directly responded to his 1980 Journal of Marketing article. It is then argued that one preceding but currently underutilized marketing area of thought, Alderson's concept of the organized behavior system (Alderson 1957, 1965), and three more recent ones: (1) 1980s writings on the political economy of marketing and on the "parallel political marketplace" (Hutt, Mokwa and Shapiro 1986); (2) Peterson's discussion of "Sustainable Enterprise" (2013) and (3) relationship marketing (Marques and Domegan, 2011,) all have something important to contribute to a reformulation of macromarketing management though such a reformulation remains a "work in progress".

### **Trends in Recent Sustainable Marketing Research: Progress, Gaps and Research Opportunities**

*Robert Mitchell, University of Otago, New Zealand*

*Ben Wooliscroft, University of Otago, New Zealand*

In the past six decades there has been a remarkable growth in research literature addressing the linkages between the concept of sustainable development and marketing management. This is emphasised by the 2011 paper by Chabowski, Mena, and Gonzalez Padron, which analyses 1,320 articles in 36 journals between 1958 and 2008. This paper surveys the themes and identifies fresh opportunities for researchers. This is complemented by this survey of 47 journal papers, books and media reports published since 2008 that expands on the range of opportunities available for sustainable marketing researchers.

### **Aldersonian Sustainability**

*Ben Wooliscroft, University of Otago, New Zealand*

(Macro)marketing has realised the importance of sustainability and the environmental impact of commerce, and have rushed to suggest new theories that may guide us towards more sustainable systems (Fuller, 1999; Gordon et al., 2011; Hunt, 2011; Kilbourne and Beckmann, 1998; Martin and Schouten, 2012; Mitchell and Saren, 2008; Murphy, 2008; Peattie, 2001, 2007; Sheth and Parvatiyar, 1995; Van Dam and Apeldoorn, 1996a, b; Winston et al., 1995; Mitchell et al., 2010). There is however a theory of marketing that provides us with a significant departure point for considering sustainability in the market, the work of Alderson (1957; 1965). Discussion will focus on; Systems thinking as the central tenet of understanding market phenomena, the Organized Behavior System (OBS) as the fundamental unit of analysis,

potency of assortment, speculation and postponement, cooperation and conflict. This is not to suggest that Alderson provides us with all we need to have a sustainable future, but his contributions form the basis for a theory of sustainable markets that has been largely ignored. Alderson's contributions have the added benefit of being part of a system of theories of marketing — connecting sustainable thinking to the wider marketing phenomena.

### **A Typology of Shopping Behavior Based on the Personality Continuum**

*Paul J. Albanese, Kent State University, USA*

*Robert D. Jewell, Kent State University, USA*

What has been missing from the rich literature on compulsive buying behavior is a typology that differentiates between qualitatively different patterns of shopping behavior. The purpose of this enquiry into the measurement of compulsive buying behavior is to employ a two-step cluster analysis to identify cluster membership, thereby avoiding an arbitrary choice of the number of clusters, and to provide a theoretical approach that identifies four qualitatively different patterns of shopping behavior. The typology of shopping behavior is provided by the Personality Continuum (Albanese 2002, 2006). The Personality Continuum is an integrative framework for the interdisciplinary study of consumer behavior (Albanese 2002, 2006). The Personality Continuum is divided into four qualitatively different levels of personality development that are hierarchically arranged in descending order from highest to lowest level: normal, neurotic, primitive, and psychotic (Albanese 2002).

The four qualitatively different patterns of shopping behavior along the Personality Continuum are the normal shopper, neurotic shopper, compulsive buyer, and manic spender.

### **50 shades of Mobile: The Fetishism of Mobile Devices in Contemporary Consumptionscapes**

*Ian Reyes, University of Rhode Island, USA*

*Nikhilesh Dholakia, University of Rhode Island, USA*

*Jennifer Bonoff, University of Rhode Island, USA*

Drawing from Lacan's theory of visual subjectivity, we explain, apply, and contrast two psychoanalytic paradigms concerning one root of fetishism, "the gaze," by way of interpreting non-participant observations of public mobile phone use. These two levels of analysis offer competing, though not irreconcilable, insights into consumers as visual subjects. By using observational data, limiting our interpretive analysis to the most immediate phenomena of a mediated society, this paper theorizes public mobile phone use as an exemplary case of the scopophilic drive to see-and-be-seen.

### **A Wider View of Sustainability (Panel)**

*Chair: G. Scott Erickson, Ithaca College, USA*

*Panelists: Raymond Benton, Jr., Loyola University - Chicago, USA*

*Meryl Gardner, University of Delaware - Newark, USA*

*Pamela Laughland, Network for Business Sustainability, Canada*

*G. Scott Erickson, Ithaca College, USA*

Marketing and sustainability have always had an obvious relationship but one that is also potentially difficult. Sustainability, as with many corporate social responsibility directions, has the potential to be a differentiator while also allowing the organization to do good in the wider social context. On the other hand, marketing decisions for a more sustainable offering are often made in the same manner as any other aspect (better technology, better quality, better service, etc.), so sometimes it can be hard to see where a sustainable approach to marketing is really different from what has always been done. This panel will bring a deeper and wider view of sustainability, providing a more substantial foundation for the intersection of sustainability and marketing.

### **Books, Minds and Desires: Theorizing Consumer Behavior through a Psychoanalytic Study of *The Great Gatsby* and *Death of a Salesman***

*Georgios Patsiaouras, University of Leicester, UK*

*James Fitchett, University of Leicester, UK*

From Vienna to New York City, and then to the rest of the world, the intersection between psychoanalytic theory and consumer culture seems to have covered almost a centenarian history of immeasurable psychotherapeutic sessions and vast sales. This paper suggests that apart from examining how psychoanalysis has been used by marketers so as to influence consumer decision making, we can employ the lens of literary analysis and see the world through the psyche of fictional heroes

and anti-heroes who act as consumers. Cool hunters can learn a lot from Holden Caulfield's teenage consumer desires and fantasies in Salinger's *Catcher in the Rye* and ethnic orientated marketers will be fascinated by the richness and depth in Roth's and DeLillo's characters. Thereupon, we can suggest that the seemingly distant domains of psychoanalysis, marketing and literature can offer an interesting synthesis which can reflect and mirror our personal and social realities offering fascinating insights to consumer theory.

### **The Life and Works of Roger Dickinson (Panel)**

*Chair: Mark Peterson, University of Wyoming - Laramie, USA*

*Panelists: Ann Veeck, Western Michigan University, USA*

*Richard Vann, University of Wyoming - Laramie, USA*

*Melissa Bishop, University of New Hampshire, USA*

*Roger Layton, University of New South Wales, Australia*

*John O'Shaughnessy, Columbia University, USA*

*Clifford J. Shultz, II, Loyola University - Chicago, USA*

When Roger Dickinson passed away February 9th, 2012, the Macromarketing Society lost one of its most devoted members. Roger served as the *Journal of Macromarketing* communications section editor for years and developed this section into one of the most influential of its kind among business journals. This session will begin with a brief overview of Roger Dickinson's career and his contributions to macromarketing followed by six presentations by Anne Veeck, Richard Vann, Melissa Bishop, Mark Peterson, Roger Layton, John O'Shaughnessy and Cliff Shultz. Together, this panel of scholars will present the human side of a macromarketing titan—Roger Dickinson, along with the way this titan approached his work as a researcher, teacher, mentor, and servant to many in academia. This session will call macromarketers to pursue their own unique career achievements as Roger did. A representative selection of Roger Dickinson's research is included in the references section.